IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ari Juels Serial No.: 09/802.278

Title: TARGETED DELIVERY OF INFORMATIONAL CONTENT

WITH PRIVACY PROTECTION

Filing Date: March 8, 2001 Examiner: Elisca, Pierre E.

Art Unit: 3621 Conf. No.: 6866

SUBMISSION VIA EFS WEB

Commissioner for Patents PO Box 1450 Alexandria, Virginia 22313-1450

AMENDMENT

Sir:

In response to the Final Office Action mailed June 5, 2008, please amend the above-identified Application as follows: